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This listing of claims will replace all prior versions, and listing, of claims in the application:

Listing of Claims:

24. (Previously Presented) An apparatus for storing digital content records used to create informational displays in an electronic television program guide, the apparatus comprising:

a receiver for receiving a first content record;

a memory for storing the first content record; and

a control circuit operatively coupled to the receiver and the memory, wherein the control circuit is configured to determine (a) if the first content record is new; (b) if the first content record is associated with a new label that categorizes the first content record; and (c) if the first content record is associated with a title that categorizes the new label.

25. (Previously Presented) An apparatus as defined by claim 24, wherein the control circuit is configured to create a new storage category based on the new label.

26. (Previously Presented) An apparatus as defined by claim 25, wherein the control circuit is configured to set a reference pointer associated with the first content record pointing to a referencing display object.

27. (Previously Presented) An apparatus as defined by claim 26, wherein the control circuit is configured to set a first content pointer associated with the first content record pointing to a second content record associated with the new label.

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- 28. (Previously Presented) An apparatus as defined in claim 27, wherein the control circuit is configured to create a new title comprising an array of linked lists.
- 29. (Previously Presented) An apparatus as defined in claim 28, wherein the control circuit is configured to insert a head node into the array of linked lists indicative of the new label.
- 30. (Previously Presented) An apparatus as defined in claim 29, wherein the control circuit is configured to set a second content pointer in the head node pointing to the first content record.
- 31. (Previously Presented) An apparatus as defined in claim 24, wherein the receiver comprises a direct to home satellite receiver.
- 32. (Previously Presented) An apparatus as defined in claim 24, wherein the control circuit is configured to create a new title comprising a linked list of linked lists.
- 33. (Currently Amended) An apparatus as defined in claim 3332, wherein the control circuit is configured to insert a head node into the linked list of linked lists indicative of the label.
- 34. (Previously Presented)

 An apparatus as defined in claim 24, wherein the first content record comprises a reference pointer.

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35. (Previously Presented) A method of storing digital content records used to create informational displays in an electronic television program guide, the method comprising:

receiving a first content record from a receiver;

determining if the first content record is new;

determining if the first content record is associated with a new label that categorizes the first content record; and

determining if the first content record is associated with a title that categorizes the new label.

- 36. (Previously Presented) A method as defined by claim 35, comprising creating a new storage category based on the new label.
- 37. (Previously Presented) A method as defined by claim 36, comprising setting a reference pointer associated with the first content record pointing to a referencing display object.
- 38. (Previously Presented) A method as defined by claim 37, comprising setting a first content pointer associated with the first content record pointing to a second content record associated with the new label.
- 39. (Previously Presented) A method as defined by claim 38, comprising inserting a head node into the array of linked lists indicative of the new label.

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- 40. (Previously Presented) A method as defined in claim 39, comprising setting a second content pointer in the head node pointing to the first content record.
- 41. (Previously Presented) A method as defined by claim 35, comprising creating a new title comprising an array of linked lists.
- 42. (Previously Presented) A method as defined by claim 35, comprising creating a new title comprising a linked list of linked lists.
- 43. (Previously Presented) A method as defined in claim 42, comprising inserting a head node into the linked list of linked lists indicative of the new label.